



Figure 1

FIG 2

200

# CUSTOMER PROVIDED DATA MANAGEMENT

202  
CONFIGURE A CONTENT DATABASE OF PRODUCT DATA SETS

204  
STORE CUSTOMER-PROVIDED DATA IN  
VENDOR DATABASE WITH I.D. CODE

206  
GENERATE CUSTOMER-BEHAVIORAL DATA IN  
RESPONSE TO DATA SELECTIONS MADE AT  
AN INFORMATIONAL DATABASE

208  
STORE CUSTOMER-BEHAVIORAL DATA IN  
VENDOR DATABASE WITH I.D. CODE

210  
SELECT A DATA SET AS A FUNCTION OF THE  
CUSTOMER-PROVIDED/CUSTOMER-BEHAVIORAL DATA

212  
CONSTRUCT A COMMUNICATIONS  
MESSAGE FROM A DATA SET AS A FUNCTION  
OF A CUSTOMER REQUESTED DELIVERY DATE

214  
SEND DATA SET/MESSAGE TO CUSTOMER  
VIA COMMUNICATIONS NETWORK

216  
CAPTURE CUSTOMER-BEHAVIORAL DATA FROM  
CUSTOMER REVIEW OF DATA SET/MESSAGE

